50	ection 12.1 The Sales Function
Di	gital Nation Activity: Nike's Social Network
	rections Visit an athletic apparel company Web site that offers some type of cial media opportunities and answer the following questions.
1.	In addition to sponsoring a sporting event, what are some other ways athletic appar companies use social media and social networking?
2.	Write a paragraph with your observations.

Name \_\_\_\_\_\_ Date \_\_\_\_\_ Class \_\_\_\_\_

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